

DESTINATION EXPLORATION

Shreveport-Bossier City Convention and Tourist Bureau
Advertising Awareness Study

October 1, 2010

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Executive Summary

- Just under three-quarters (73%) of the respondents were aware of the Shreveport-Bossier City area.
- Forty-five percent (45%) had visited the Shreveport-Bossier City area in the past year.
- The Shreveport-Bossier City area was rated the highest among respondents for gambling.
- The majority (66%) of respondents who stayed overnight in the area stayed in paid accommodations.
- The top activities respondents participated in while visiting the area were casinos and shopping.
- Seventy-five percent (75%) of the respondents rated their experience in the Shreveport-Bossier City area as very good or excellent.
- Ninety-five percent (95%) of the respondents are likely to recommend the area to friends as a leisure trip destination.
- Based on the advertisements respondents saw, the best descriptions were: they ads made the area seem like a place with attractions, dining, and nightlife and indicated a variety of attractions and things to do for families and couples.

Methodology

An internet survey was conducted among consumers who requested information from the Shreveport-Bossier Convention and Tourist Bureau. The survey instrument was specifically designed to measure:

- Familiarity of competitive cities
- Visitation to competitive cities
- Visitation to the Shreveport-Bossier City area
- Consumer expenditures in the Shreveport Bossier-City area
- Rating of the Shreveport-Bossier City in 23 areas
- Advertising recall
- Advertising messaging
- Demographics

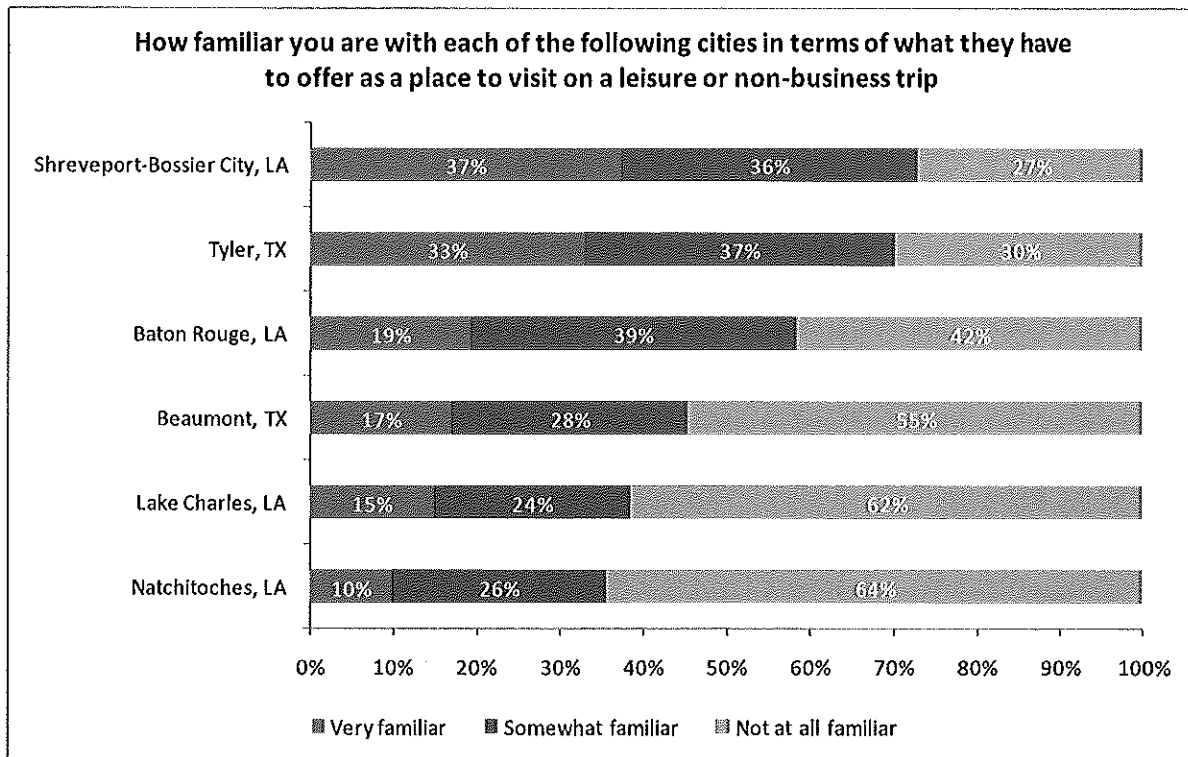
A total of 400 interviews were conducted, allowing for a +/- 5.00% margin of error at the 95% confidence level. The respondents were composed of a random sample from a 300-500 mile radius of Shreveport-Bossier City including the following markets:

- Dallas, Texas
- Houston, Texas
- Marshall, Texas
- Longview, Texas
- Tyler, Texas
- Kilgore, Texas
- Jefferson, Texas
- Ruston, LA
- Baton Rouge, LA
- Monroe, LA
- Lafayette, LA
- New Orleans, LA
- Jackson, MS
- Little Rock, AR
- Hot Springs, AR
- Oklahoma City, OK

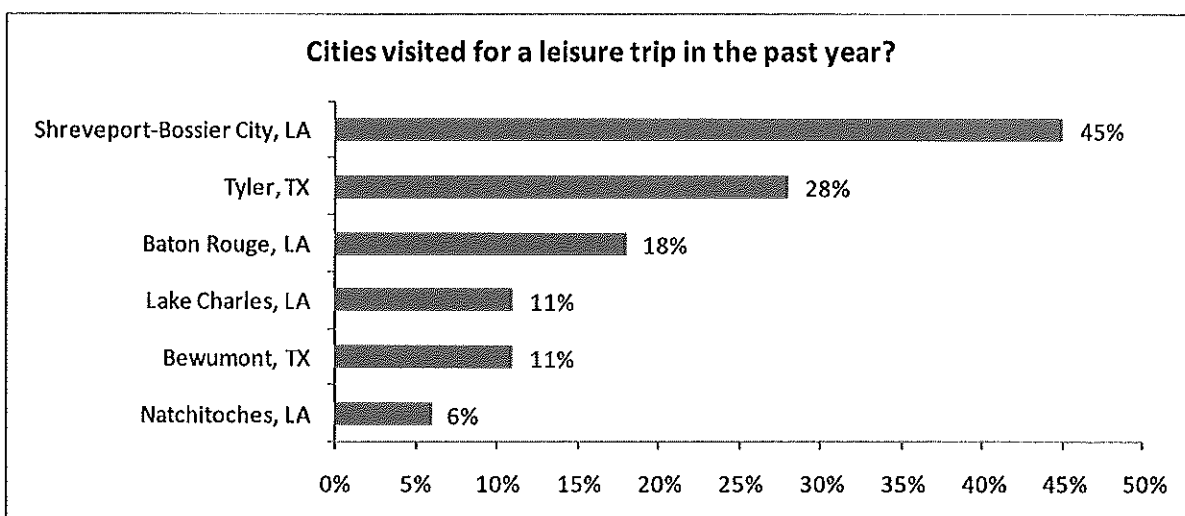
Destination Exploration developed the survey instrument, implemented the research, tabulated and analyzed the data. The study was administered in August and September 2010. The analysis was completed immediately thereafter.

Awareness & Visitation

Respondents were more aware of the Shreveport-Bossier City area than any of the other cities listed. Seventy-three percent (73%) were either somewhat or very familiar.

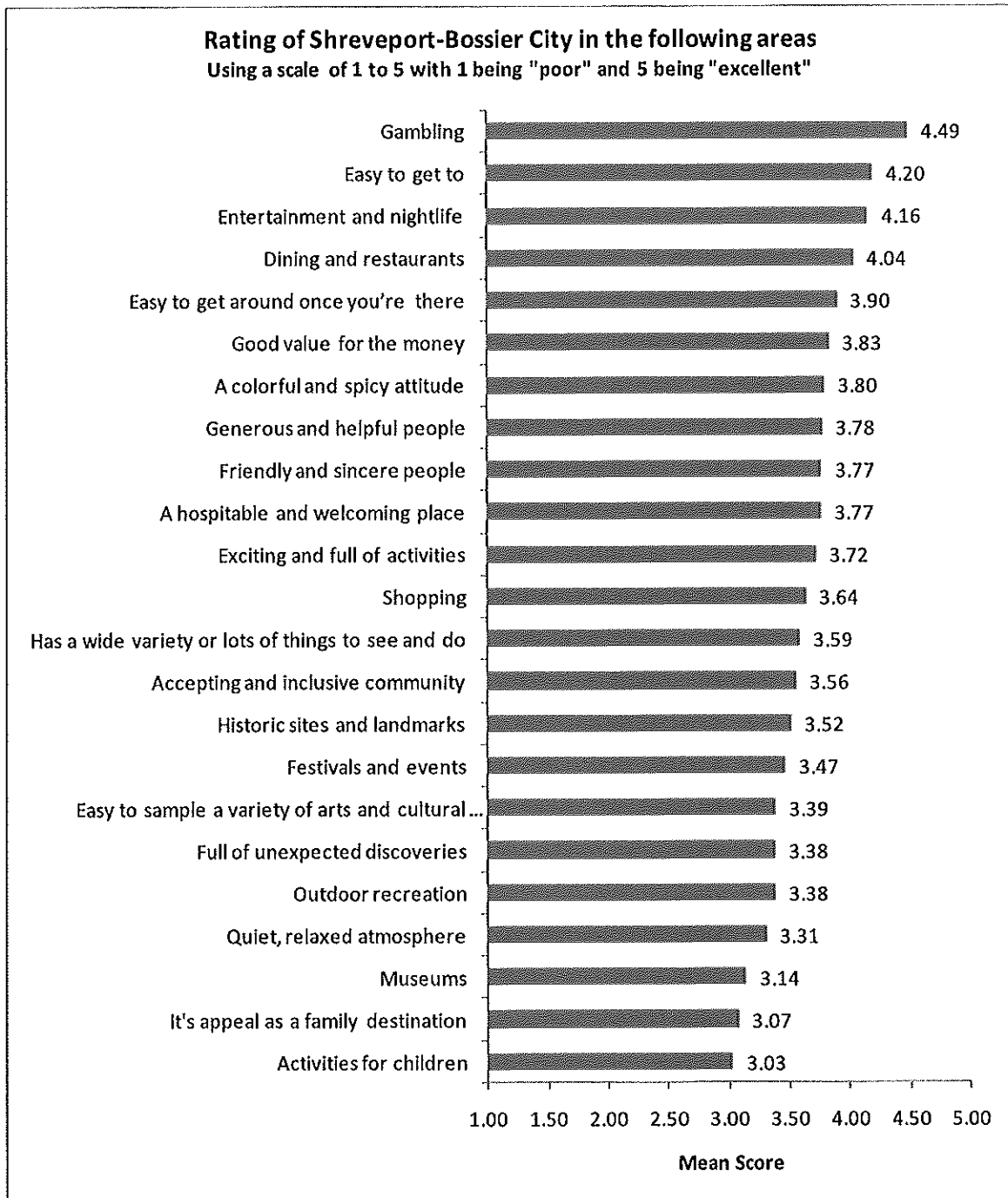


Forty-five percent (45%) of the respondents have visited the Shreveport-Bossier City area.

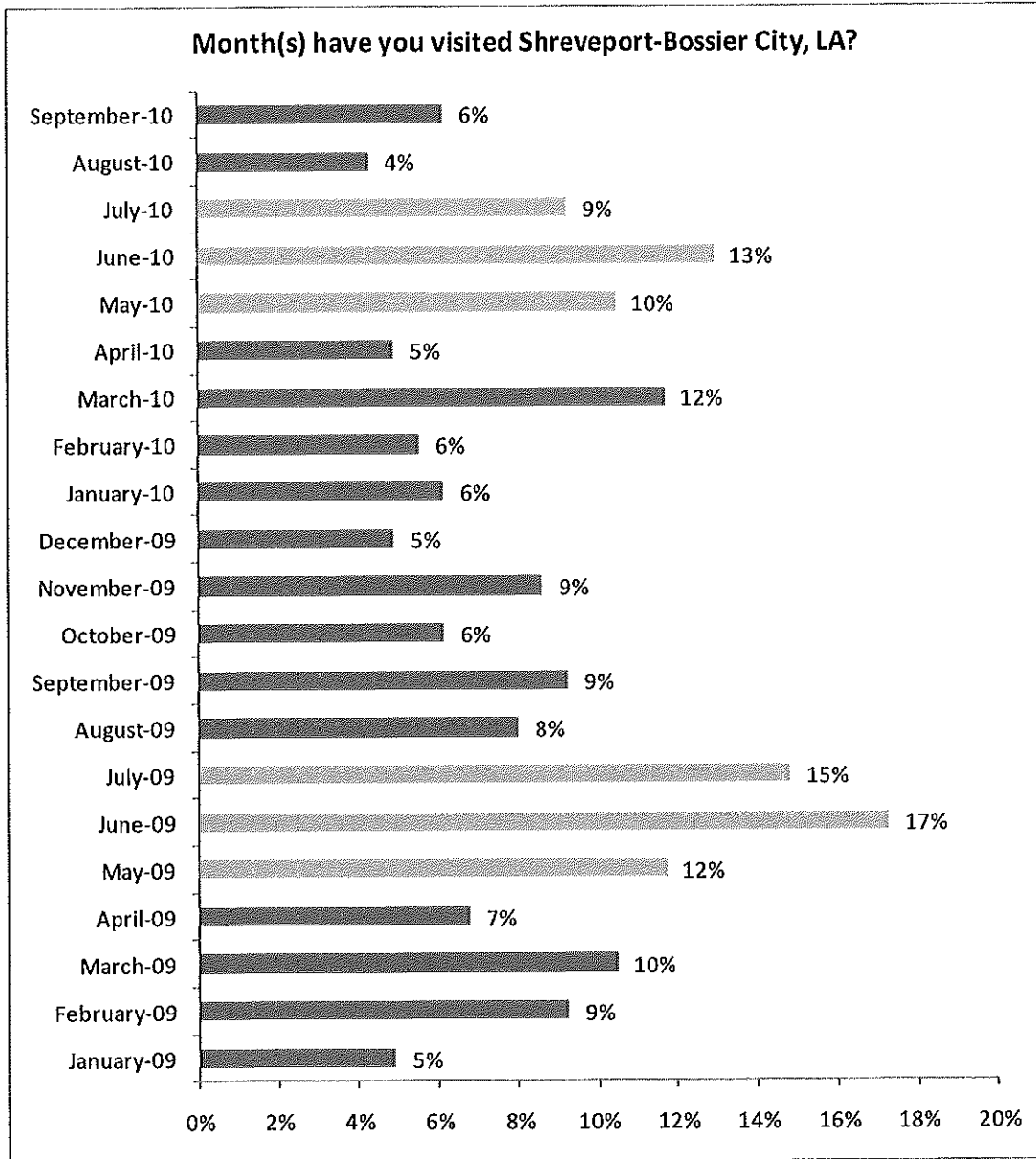


Rating of Shreveport-Bossier City

Respondents who had visited the Shreveport-Bossier City area were asked to rate the area on a scale of 1 to 5 with 1 being "poor" and 5 being "excellent." Shreveport-Bossier City delivers gambling the best with a mean score of 4.49. Gambling was followed by easy to get to (4.20), entertainment and nightlife (4.16) and dining and restaurants (4.04). The lowest rated area was activities for children (3.03).

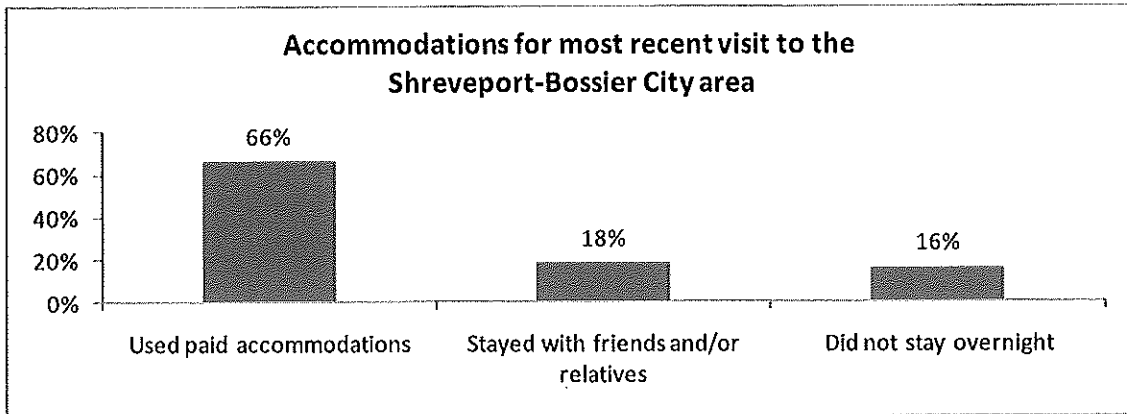


Respondents were more likely to visit during the months of May, June and July.

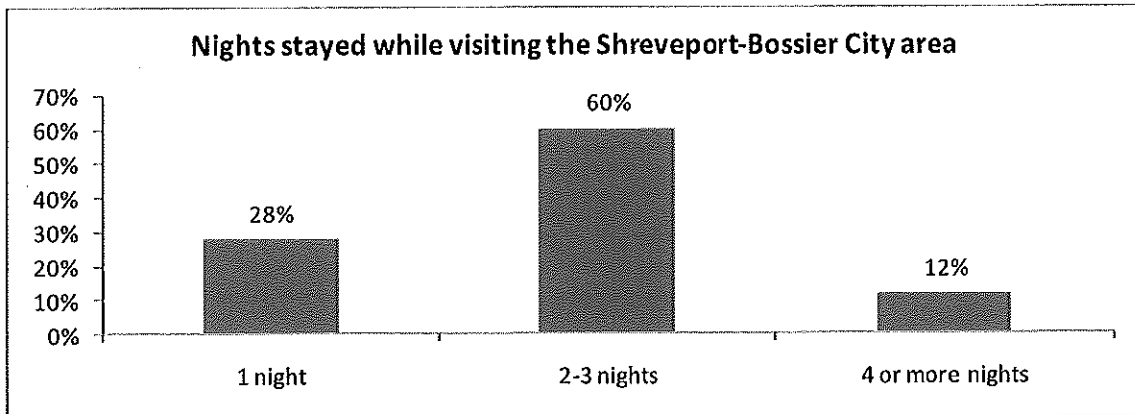


Overnight Stay

Sixteen percent (16%) of the respondents did not stay overnight on their most recent trip to the Shreveport-Bossier City area. Of those who stayed overnight, sixty-six percent (66%) used paid accommodations and eighteen percent (18%) stayed with friends and/or relatives.

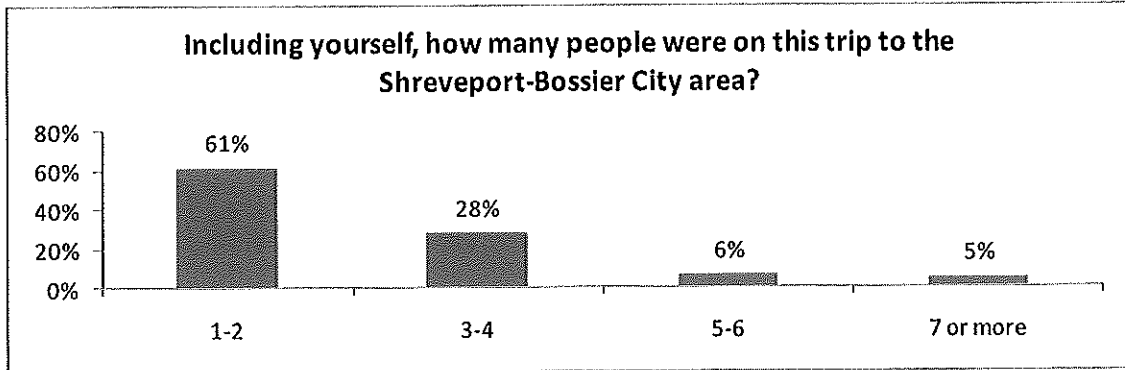


Sixty-percent of the respondents who stayed overnight stayed for 2-3 nights. Twenty-eight percent (28%) stayed 1 night and twelve percent (12%) stayed 4 or more nights.

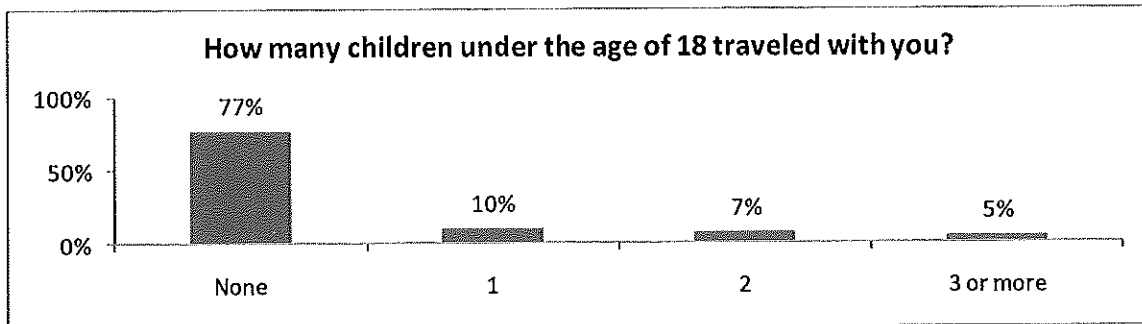


Travel Party Make-up

Sixty one percent (61%) traveled with 1-2 people and twenty-eight percent (28%) with 3-4.

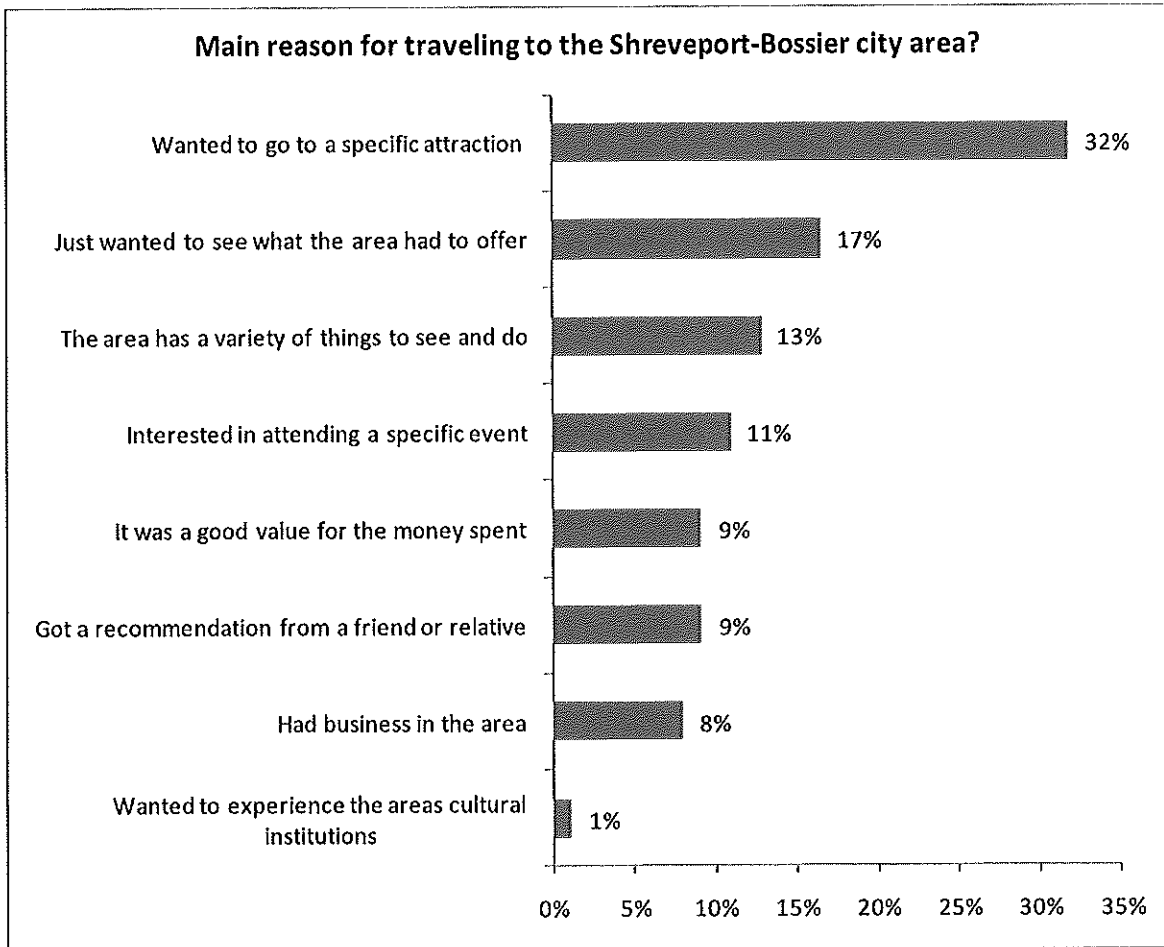


Seventy-seven percent (77%) of the respondents did not travel with children under the age of 18.



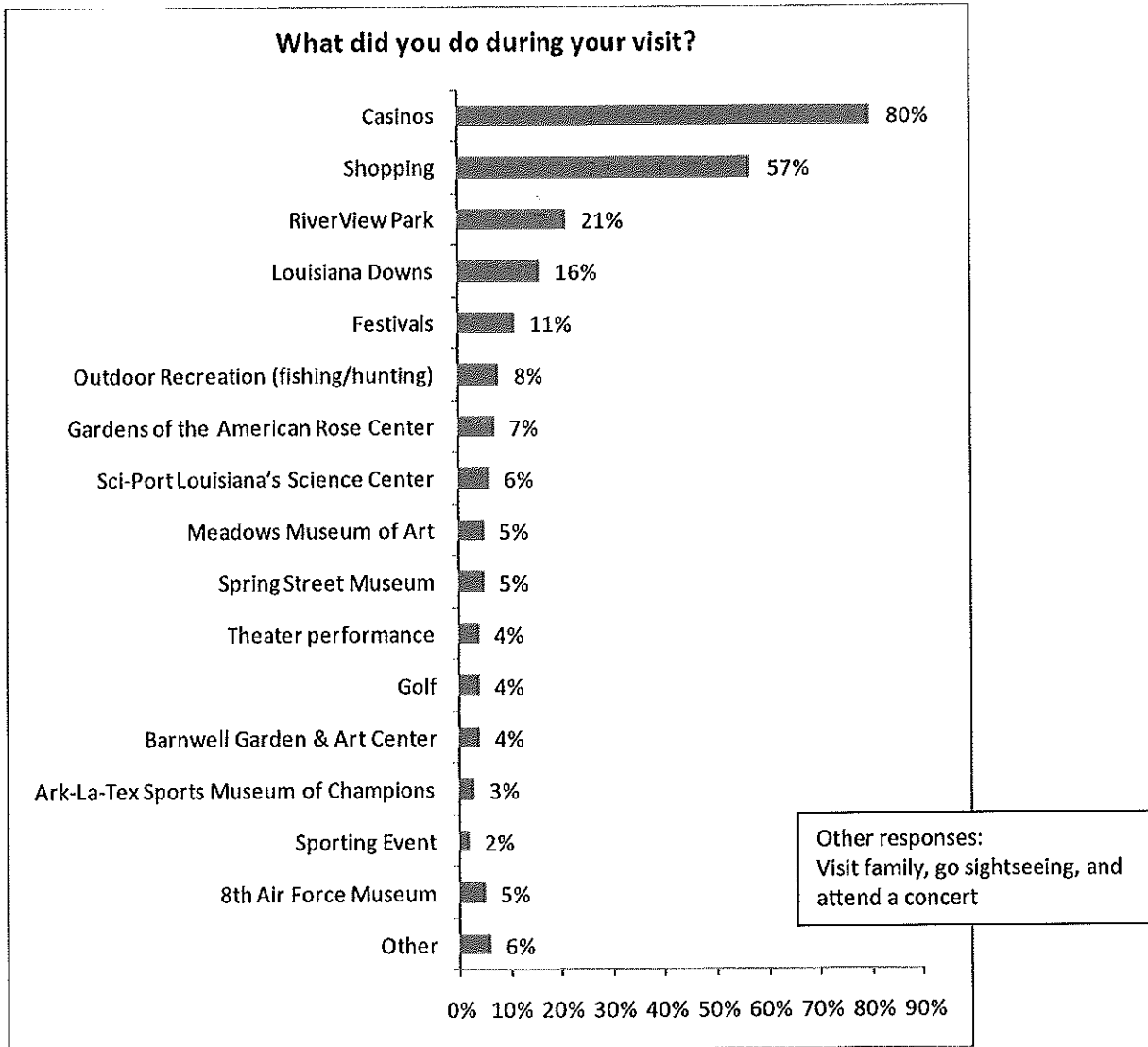
Reason for Visiting

The main reason respondents visited the Shreveport-Bossier City area was to go to a specific attraction (32%). Just wanted to see what the area had to offer (17%) was second followed by the area has a variety of things to see and do (13%).



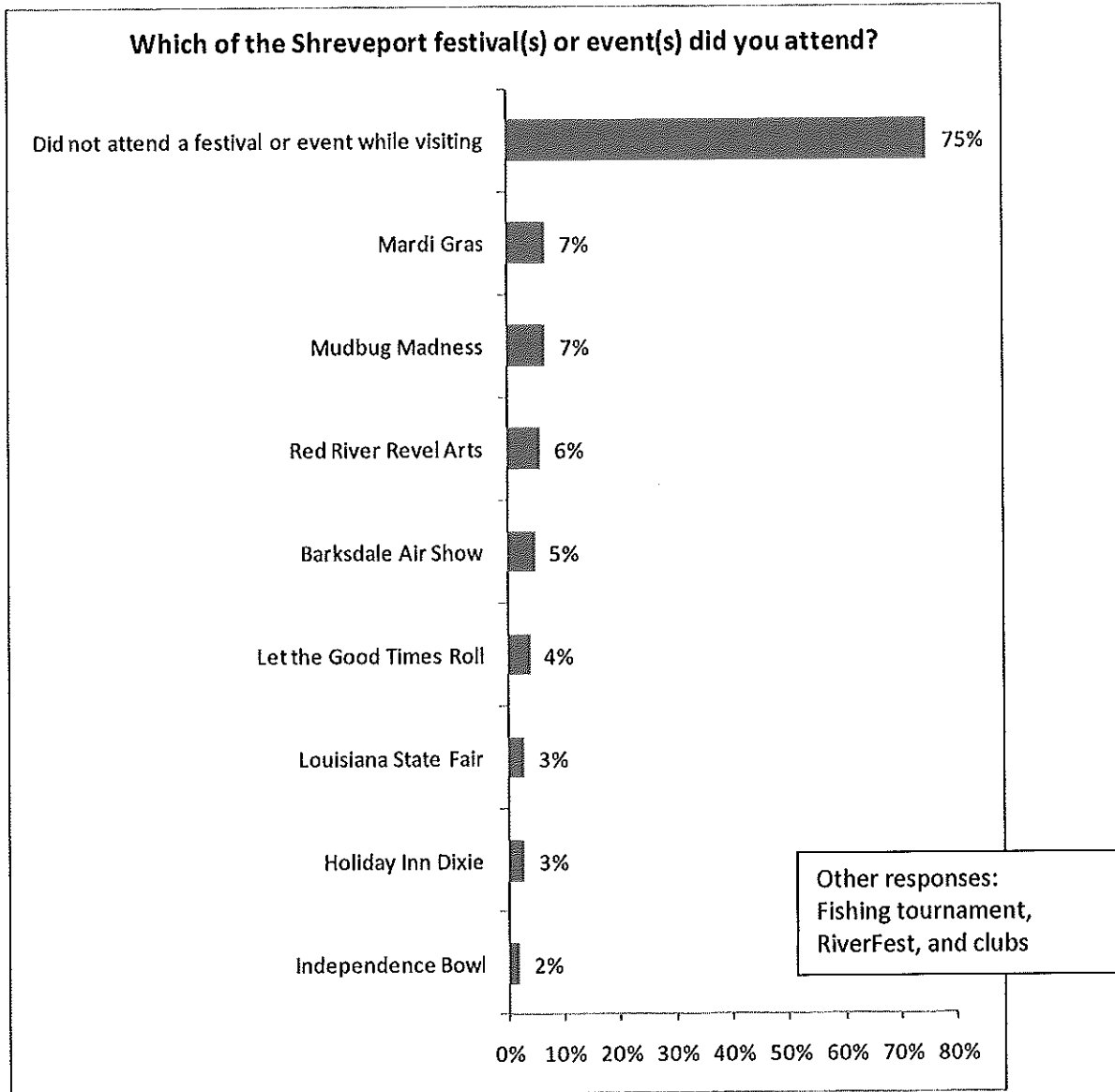
The specific events respondents mentioned were events at the casinos, the Mudbug Madness Festival, Sporting events and family related events.

While visiting the Shreveport-Bossier City area, eighty percent (80%) of the respondents visited went to a casino. Over half (57%) went shopping.



Festival and Events Attendance

Most of the respondents did not attend a festival or event while visiting the Shreveport-Bossier City area. The most visited festivals and events were Mardi Gras (7%) and the Mudbug Madness Festival (7%).



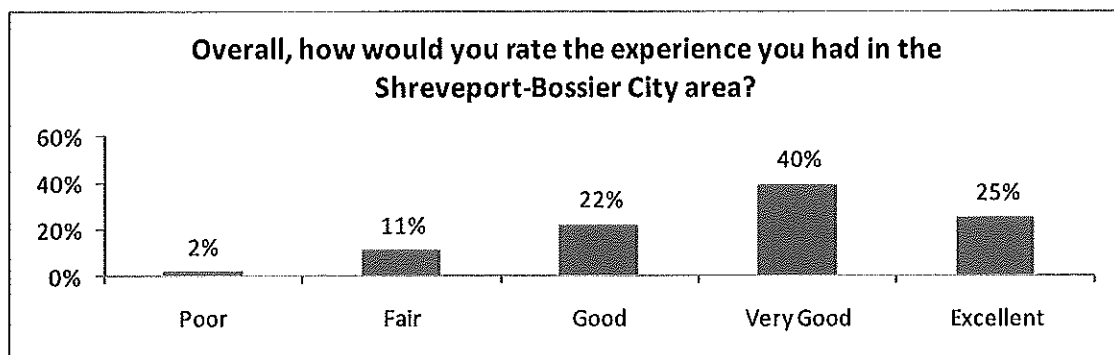
Consumer Spending

The top three areas respondents spent their money while visiting the Shreveport-Bossier city area were lodging (\$146.13 avg. spending), Meals/Food/groceries (\$143.22 avg. spending) and shopping (\$130.65 avg. spending).

Consumer Spending while visiting the Shreveport-Bossier City area	
	Avg. Spending
Lodging	\$146.13
Meals/Food/Groceries	\$143.22
Shopping	\$130.65
Attractions	\$108.42
Transportation expenses (ex. fuel, rental car, air fare, etc.)	\$88.66
Novelties and souvenirs	\$30.24
Entertainment such as shows, theater or concerts	\$29.89
Recreational expenses such as boat rental, golf etc..	\$27.61
Sporting events	\$12.20
Other expenses	\$104.47

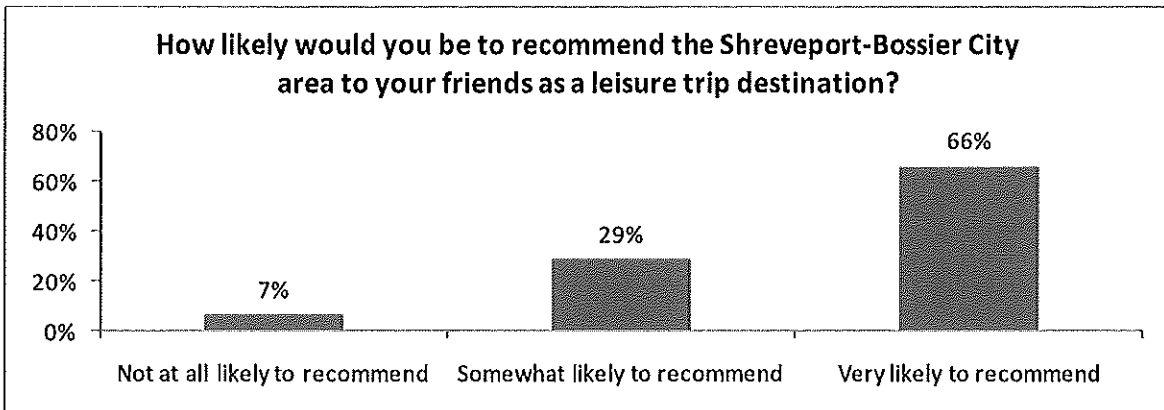
Rating of Shreveport-Bossier City Overall

Shreveport-Bossier City received favorable ratings with forty percent (40%) rating the area very good and twenty-five percent (25%) excellent.

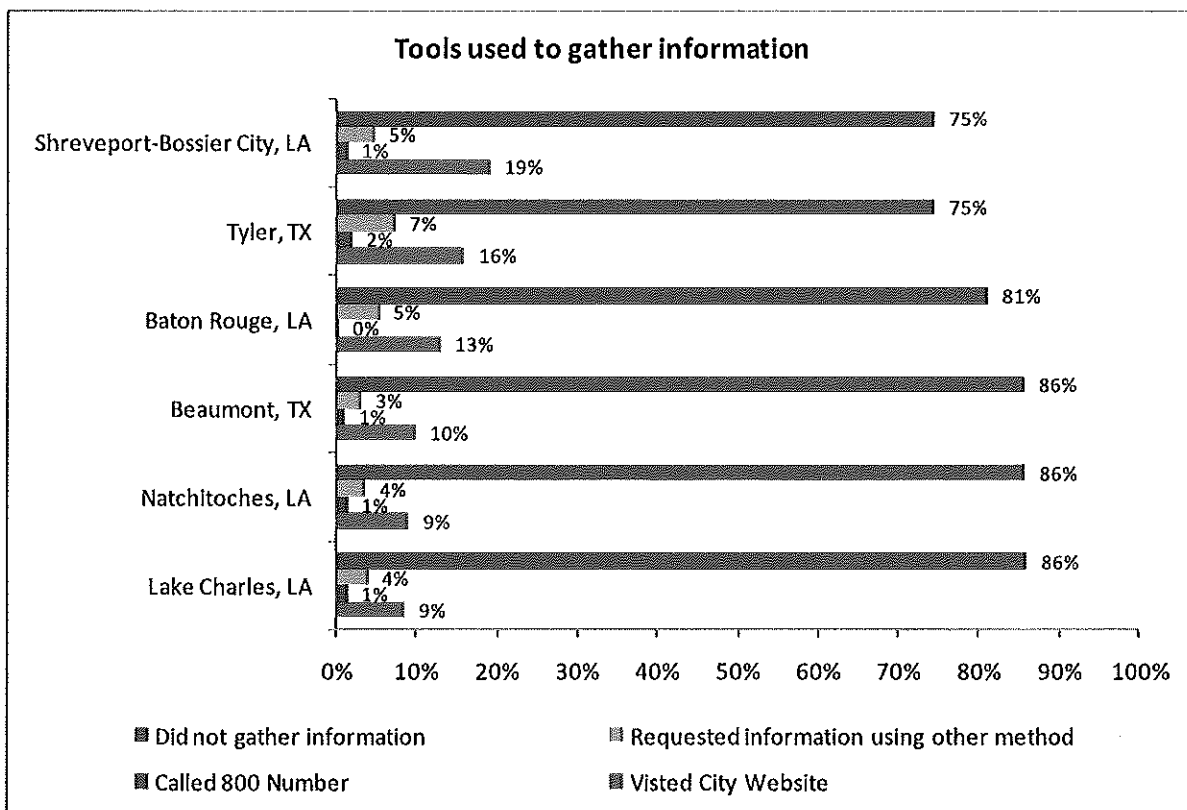


Recommend Shreveport-Bossier City

Almost all of the respondents stated they would recommend the Shreveport-Bossier City area to friends as a leisure trip destination. Twenty-nine percent (29%) said they would be somewhat likely to recommend and sixty-six percent (66%) very likely to recommend.

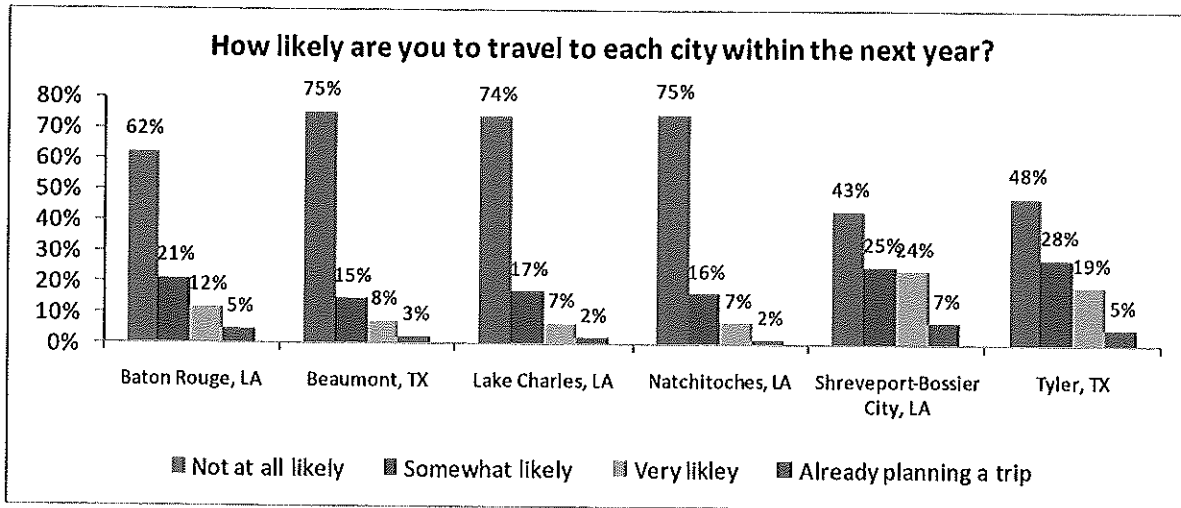


Most of the respondents did not gather information in the course of planning recent trips or upcoming trips. However, those who did plan were more likely to gather information from the cities website. Respondents were not very likely to call an 800 number to gather information.



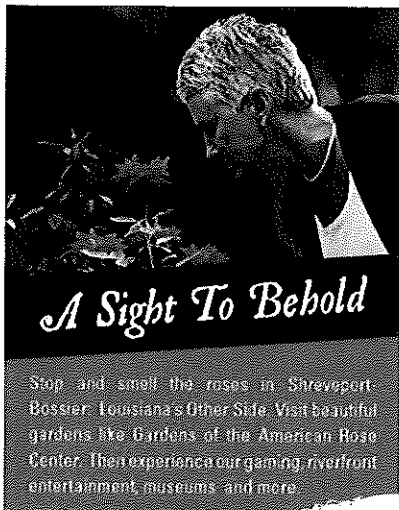
Likely to Travel

Respondents are more likely to travel to the Shreveport-Bossier City area than any of the other cities tested. Seven percent (7%) of the respondents are already planning a trip, twenty-five percent (25%) are somewhat likely and twenty-four percent (24%) are very likely.



Advertising Awareness

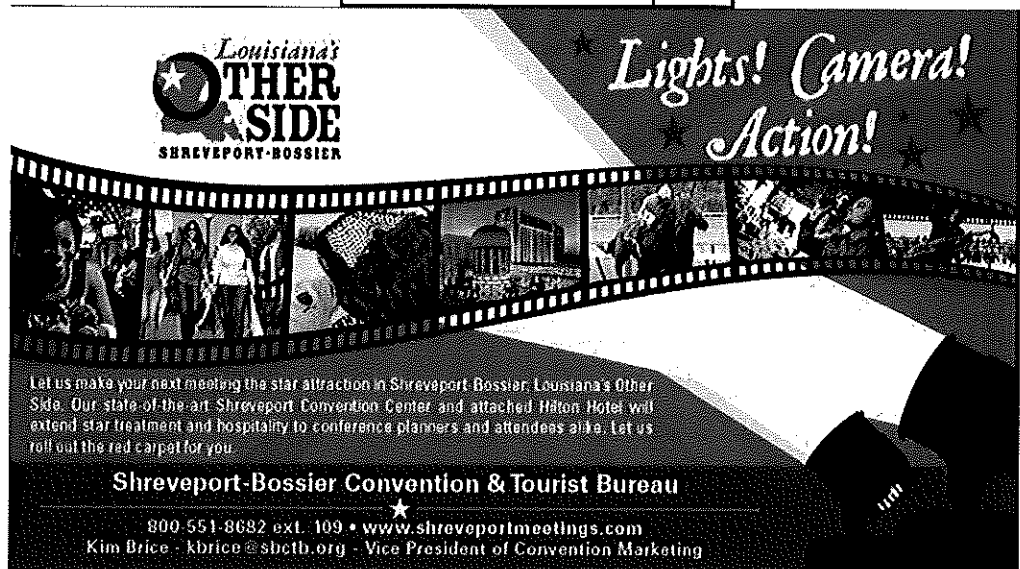
It is important to remember when reviewing this section of the report that the advertisements were reviewed by the general population and not a targeted sample based on subscription databases. Also, the overall sample was across different markets as stated previously in this report.



Have seen this ad before	9%
Have not seen this ad before	91%



Have seen this ad before	19%
Have not seen this ad before	81%





Lagniappe

That's what makes our food famous

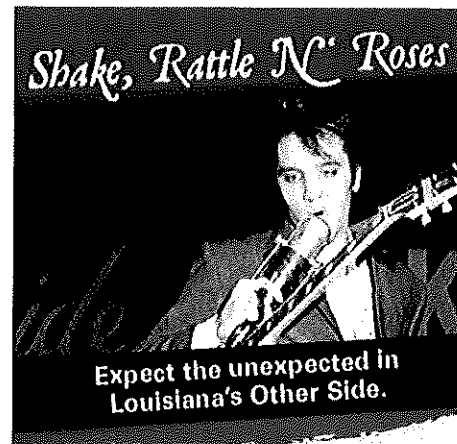
Shreveport-Bossier, Louisiana's Other Side is a unique blend of Cajun and Cowboy, steak sauce and hot sauce. So it's no wonder local restaurants have been featured in *Southern Living* and the *Fine Living* television. The cuisine isn't the only good thing about Louisiana's Other Side. From hot gaming action, to fun festivals and attractions, you'll find everything we have to offer is served up with a spicy dash of Louisiana attitude and a big helping of Texas flair. Download our *Here Is Where the Locals Eat Restaurant Guide* from the web or call and request it.

www.shreveport-bossier.org
1.888.45.VISIT



Have seen this ad before	12%
Have not see this ad before	88%

Have seen this ad before	13%
Have not seen this ad before	87%



Shake, Rattle N' Roses

Expect the unexpected in Louisiana's Other Side.

The stage where Elvis got his start. 118 acres of rose gardens. World-class fine art. You'll discover the unexpected when you visit Shreveport-Bossier. Louisiana's Other Side, blends spicy Louisiana flair with East Texas flavor. From hot gaming action, to fun festivals and parades, you'll find everything we have to offer is served up with a generous helping of our signature Southern hospitality. Come, see for yourself.

www.shreveport-bossier.org
1.888.45.VISIT

